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U.S. SAIGON STAFF GETS 2 ADDITIONS

Lodge Will Be Assisted By
Zorthian, Lansdale

By PHILIP POTTER

Washington Bureau of The Sun
Washington, Aug. 17—President Johnson, determined to put a new face on the Vietnamese conflict at home and abroad, is buttressing the staff that will be headed by Ambassador Henry Cabot Lodge.

Barry Zorthian, for the past year and a half public affairs officer in charge of the United States Information Agency in Saigon, is being relieved of that post to be a minister-counselor and special assistant to the ambassador. He will have a broadened range of activities and will serve as principal spokesman for the ambassador.

Lansdale To Help

Zorthian will be succeeded as public affairs officer by Sanford Marlowe, who has been his deputy for the past three or four months. Marlowe, 47, was head of the USIA's Office of Private Cooperation here, dealing with book publishers and other private organizations interested in making contributions to the nation's overseas information efforts.

Also going out with Lodge, who is en route for Saigon, will be Air Force Maj. Gen. Edward G. Lansdale (Ret.), famed veteran of counter-insurgency operations in the Philippines and in South Vietnam.

The Lansdale appointment signifies an intensification of efforts to bring the South Vietnamese Government closer to the peasantry and to pacify territories retrieved from the control of the Communist Viet Cong.

Retired In 1963

The 57-year-old Air Force general, who retired in October, 1963, as special assistant to Robert S. McNamara, Secretary of Defense, where he helped in the development of the special forces and counter-guerrilla strategies and tactics, has had long experience in dealing with insurgency in both the Philippines and Vietnam.

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He was a close friend and confidante of the late President Ramon Magsaysay of the Philippines when as Defense Minister, Magsaysay broke the back of the Communist Huks and developed techniques to win back the allegiance of peasants who had defected to the Red Guerrillas. Land reform was high on the list.

Lansdale then moved over to Saigon and undertook similar work to help pacify the countryside in the early days of the regime headed by the late President Ngo Dinh Diem. Working closely with him there were Philippine volunteers organized into such organizations as Freedom Company, whose honorary president was Magsaysay, and Operation Brotherhood.

Helps With Refugees

Lansdale and his small group of Americans and Filipinos then helped settle the hundreds of thousands of refugees who fled from Communist North Vietnam into the south in the wake of the break-up of French rule in Indo-China.

Lodge requested Lansdale's appointment as a special assistant. The two men share the belief that there is a social revolution as well as a military conflict going on in Vietnam and want to direct American efforts to bring about in the provinces a better sense of identification with the government in Saigon.

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Reception In Doubt

There is some fear as to the reception Lansdale will get among the collegium of generals now running that government because of his one-time identification with the early regime of the late President Diem, but it was decided to take the gamble.

It is to be noted that Diem's successes in establishing himself as the governing power in South Vietnam were all registered in the early days after 1954, when the Geneva agreement created a Communist North Vietnam and a free republic in the south.

It was at this time that such men as Lansdale and Wolf Ladejinsky, who earlier had much to do with land reform in Japan during the American occupation, were accepted by Diem as close advisers.

Changed After Departure

With their departure in the mid-1950's his regime became more and more authoritarian and repressive.

Rural reconstruction and pacification will be the principal responsibility of Lansdale and the small group he is taking with him on the current tour in Vietnam. As in the Philippines where he and Magsaysay jeered out into the countryside to work actively with the forces engaged with the Communist Huks, Lansdale will be in the field more than in Saigon.